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Royal Jupiter

GRAND CHAMPION

1946 INTERNATIONAL LIVESTOCK EXPOSITION



GRAND CHAMPION



INTERNATIONAL
LIVESTOCK
EXPOSITION

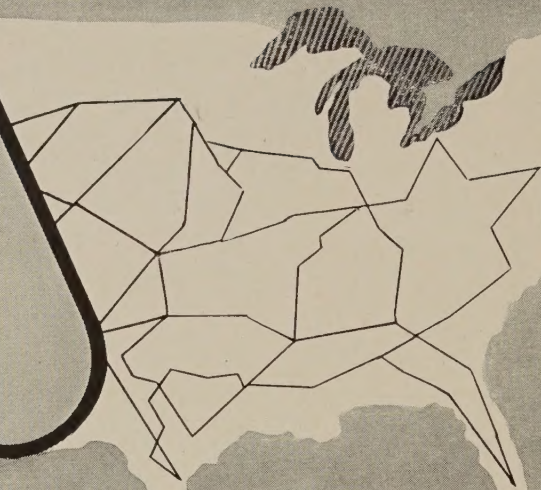
CHICAGO
1946

STEER

PUBLISHED BY THE FIRESTONE TIRE AND
RUBBER COMPANY IN THE INTEREST
AND PROMOTION OF BETTER AGRICULTURE

Royal Jupiter

GOES ON A 22,000 MILE EDUCATIONAL TOUR



ROYAL JUPITER, 1,380-pound purebred Shorthorn steer fed and shown to the Grand Championship of the 1946 International Livestock Exposition by the Oklahoma A. & M. College and sold to The Firestone Tire & Rubber Company for \$10.50 per pound, is the fifth Chicago Grand Champion purchased by the Firestone Company and taken on an educational tour of the country. In the course of the tour on which Royal Jupiter is being taken, he will

travel approximately 22,000 miles.

With Royal Jupiter on his tour are men with a sound knowledge of beef cattle, to explain how he was fed and raised, and to answer general questions on cattle raising. This booklet has been prepared to give you this same information by printed words and pictures. It is hoped that they will help many 4-H Club members, Future Farmers, and adult farmers as well, do a better job of feeding and raising beef cattle.



Royal Jupiter travels in this streamlined specially designed truck which has taken three previous International winners on educational tours.

- To the members of the animal husbandry staff of the Oklahoma A. and M. College, The Firestone Tire & Rubber Company offers its congratulations for breeding and feeding Royal Jupiter. And to them, and to the others who assisted with the preparation of material for this booklet, Firestone expresses its appreciation.

If You Want to Show a Champion

By A. E. DARLOW

Head, Animal Husbandry Department Oklahoma A&M College



Prof. A. E. Darlow

SELECT the right kind of calf! That is the most important first step in feeding baby beeves for show. And, pick your calf when he is young. A calf that is to be a "good do-er" while he is growing and laying on fat will show that quality by the time he is 30 days old.

The right kind of calf has body characteristics that show he can develop into a blocky, well-proportioned, evenly-fleshed steer. He has short, straight legs with medium bone. He is short, deep-bodied and carries good uniform width of top from front to rear. His neck is short and well-set. He is of medium size, and has a medium proportioned head with a full prominent eye, large well-set ear, and a good, wide muzzle.

Know as much as possible about the calf's sire and dam. See them if possible. It is possible to pick a calf that looks like a good prospect at a few weeks age, and yet to find that his sire or dam was of the wrong type and that he became much like them as he grew older. "Like begets like" was never more true than in the cattle

business. Nor will fat hide defects completely.

Regardless of how fat a calf gets, he will always be second rate if he lacks proper type and quality.

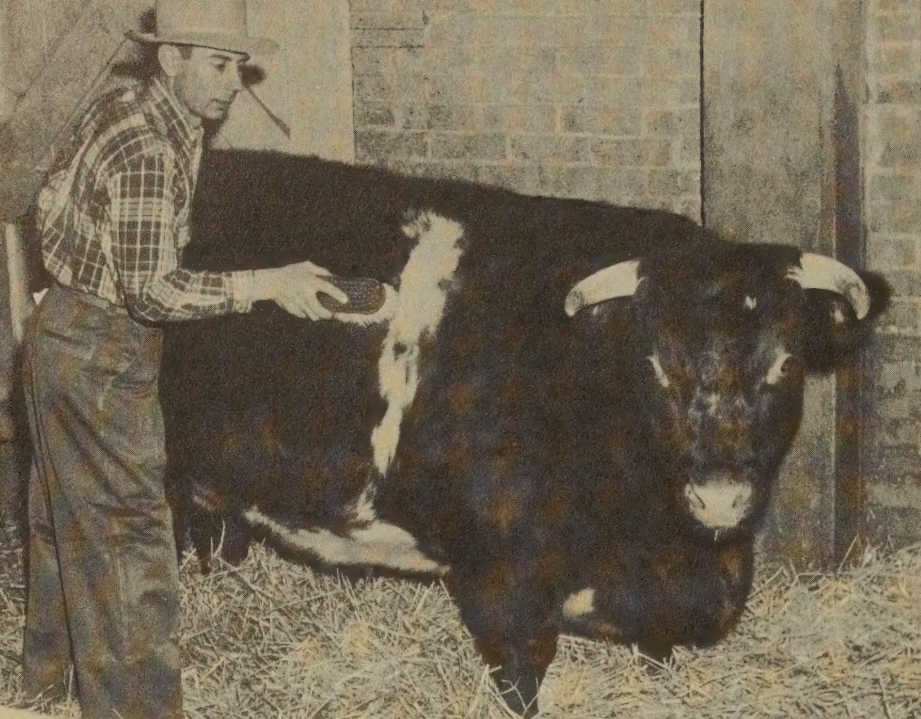
It is well to confine the calf after he is two months old. Let him nurse only night and morning, and offer him grain as early as he will consume it. If the calf is purchased, a foster mother is necessary because he must have milk until he is eight to ten months of age.

There are as many different ways of feeding calves as there are calf owners. It is important to remember that it takes a long time to get a calf in show condition, and that he should not be pushed too hard. Three times a day feeding is recommended as the calf grows older. Fresh grain should be fed at each feeding, giving him only as much as he will clean up. Limit the hay to two or three pounds daily after grain is fed.

Exercise is very important. Turn the calf in a lot at night. He may run loose in the daytime, but on warm days keep him housed. If he is being fitted for fall shows, keep him under cover in the daytime and out at night.

Herbert Carrier, assistant beef cattle herdsman, Oklahoma A. and M. College, feeds Royal Jupiter in a low outdoor bunk. Feed must be cleaned up in 30 minutes.





This is How

By

Beef Cattle Herdsman,

The author, Orville Deewall, herdsman, brushes Royal Jupiter. The steer was brushed each morning starting early in the fall.

ROYAL JUPITER has always made good use of his feed and care. He looks like, and is, an excellent "do-er."

Dwight Stephens, of our animal husbandry department, selected Royal Jupiter for feeding and started him on feed in February, 1945. In his opinion, Royal Jupiter was one of the most promising Shorthorn calves he had ever seen. Anyone, familiar with good cattle, would have picked him as the kind of calf that could be expected to develop into an excellent steer.

There is no substitute for good milk for a growing calf, and Royal Jupiter got plenty until he was 10 months old. He was allowed access to a nurse cow twice daily. Regularity of feeding is very important in bringing a growing calf along, and his feeding times never varied more than could be helped.

We began offering Royal Jupiter grain when he was about six weeks old. He was fed with other calves, which is favorable to better eating by all calves. They got as much grain three times daily as they would clean up in about one-half hour's time. This amount increased as the calves grew older, but it was always two pounds of grain per 100 pounds of live weight.

Oklahoma A. & M. College's beef cattle program calls for about the same ration during the entire feeding period. The feeds used and proportions by measure are:

Five parts rolled oats, $\frac{3}{4}$ part rolled barley, $1\frac{1}{2}$ parts wheat bran, $\frac{3}{4}$ part cooked barley, 1 part corn chop, 1 part silage or alfalfa leaves.

The dry grains are mixed thoroughly. Then the cooked barley sweetened with a little molasses or brown sugar diluted with hot water is added. The mixture is turned thoroughly again, until all the feed has been turned at least five times. This means a clean-smelling, fresh, bulky feed that a calf relishes.

The ration is designed so that the calf will not eat more than his digestive system can handle. Cattle are constituted to eat bulky hay and grass, and the bulk of any concentrated grain feed must be supplied by some artificial means.

In our ration, bulk comes from bran, rolled oats, and barley, as well as the cooked barley, which swells nearly double in size. Silage also gives a ration bulk and succulence.

One of the most important things in feeding calves, and we paid close attention to it in feeding Royal Jupiter and the other calves, was that of keeping the feed clean and sweet at all times and the feed box scrupulously clean.

We fed approximately two pounds of choice alfalfa hay in the bulk after the morning feed of grain, and the same amount of prairie hay following the evening feed. He got just what he would clean up in about ten minutes.

Royal Jupiter Was Raised

ORVILLE DEEWALL

Oklahoma A & M College

When a steer spends most of his time lying down, it is evident he is contented and doing his best. Clean bedding adds much to a steer's comfort.



Plenty of clean, fresh water was available to Royal Jupiter at all times. His stall was cleaned frequently, and kept dry and comfortable.

Royal Jupiter was allowed in a grass lot till he was about five months old, but thereafter he was kept in a dry lot. This was done to prevent him from filling up on grass and having no room for the grain he needed to fatten. He was turned out in the evening and brought in to his stall early in the morning. The stall was kept dark in the summer to give him some protection against flies.

Royal Jupiter was handled from the time he was quite young, and he soon learned that his handlers were his friends. He was taught to lead by putting on a rope halter and tying him in his stall occasionally for a half-hour, also by leading him to the nurse cow and to places other than those visited during the regular routine of his feeding and care. He was treated gently, without quick movements or loud talking. He became accustomed to the feel of hands scratching him, and he soon learned to respond to effort

to get him standing correctly with his feet placed squarely under him and his head up.

His skin and hair were kept in good condition and free of parasites by frequent washing and grooming. (See pp 9-11.) A weak solution of dip was applied after washing, to rinse the hide and cleanse it of all remaining soap and to kill germs. Such a dip solution should never be so strong that it burns the hide or hair. Too strong a solution destroys the "bloom" of a coat of hair. His feet received occasional care, and horns were trained and put in good condition.

Contentment of the animals he cares for is something that any good herdsman strives for. We took notice as to whether or not Royal Jupiter and the other calves fed with him seemed to have good appetites, rested a great deal, and otherwise showed that they were healthy and making good use of their feed and care.

These are the main points in care of Royal Jupiter. It is not the only method that will produce winners, but it has produced International Livestock Exposition grand champions for Oklahoma A. & M. in 1926, 1936, 1937, and 1946.

Judge Walter Biggar Evaluates



The line of a Grand Champion's back should be straight, with the ribs springing broadly from it, and the loin, hips and rump should be level and smooth. His body should be deep . . . capacious but not bulging . . . and should parallel the topline.



The face should be short from forehead to nose, and wide between the eyes . . . the expression bright, alert.



From the rear, the thigh muscles should be broad from side to side, extend well down toward the hock.

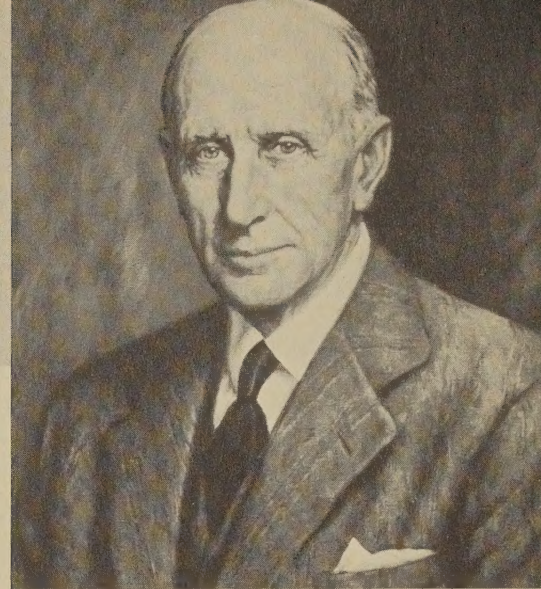


a Grand Champion

A CHAMPION steer is a dual animal — it must yield a maximum of the finest cuts that the consumer demands, and at the same time it must be an efficient beef-producing machine, retaining the substance, vigor, and capacity to consume feed-stuffs profitably. The qualities that make a thick carcass, rich in red meat, and tender with marbled fat, can readily be recognized in the live animal.

The good beef steer should stand squarely on his legs. His bone should be strong and capable of supporting his body weight at all times. Furthermore, he should be able to walk easily. The natural food of the beef animal is grass, and to get it he must walk about, grazing. If his under-pinning is light and delicate he cannot lead a natural existence. If it is sturdy, he can carry the load of beef which we want him to develop. With allowance for slight differences due to the special characteristics of the various beef breeds, his face should be short from the forehead to the nose, and wide between the eye orbits. His expression should be bright and alert, for the dull-eyed, heavy-lidded bullock never takes an interest in the task of beef-making.

The line of his back should be straight, with the ribs springing broadly from it, and the loins, hips, and rump should be level and smooth. Every evidence should exist that the thickness of his back is real muscle which can cut out big slices of red meat for steak or roast. His body should be deep—capacious but not bulging—and the underline should parallel the topline. From the rear the muscles of his thighs should be broad from side to side, extend well

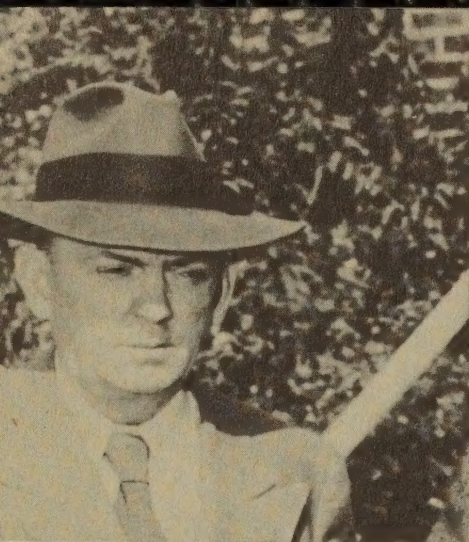


Walter Biggar of Dalbeattie, Scotland, judge of the single steers at the International Livestock Exposition 13 years.

down toward the hock, and should be well enough covered with fat in the lower thighs and in the twist to give proper finish when the carcass is hanging. An even covering of fat all over the carcass prevents drying and weight shrinkage while the meat is handled in the wholesale and retail trade. It also protects the quality and flavor.

Desirable steers should have a thick coat of hair, reasonably long, soft, and glossy, denoting excellent health. When the hair is short and dry, something is always wrong. The animal should never be hide-bound. The skin should fit the frame loosely, like a comfortable overcoat. This indicates that the circulation is adequate, and that the tissues all through the animal's body are properly nourished.

Finally, a bullock to be grand champion, must be one with enough stamina not only to look best on the day he is exhibited and judged, but still to look best when the show is over. Many steers can win on show day that are very acceptable to the packer, who has to look at the animal through the eyes of the consumer, but at the same time they may be too refined for a profitable performance for the producer. The great task is to combine in one animal the qualifications that are most acceptable to both interests.



Carry an Image

By W. L.
Dean, Oklahoma

*Dean W. L. Blizzard was a member
of the Kansas State College livestock
judging team in 1909.*

I FIRST saw an International Livestock Exposition grand champion steer crowned in 1909. From that show I carried the image of the grand champion, King Elsworth, a two-year-old 1,400-pound Aberdeen-Angus.

This has had a significant part in my career as an educator and livestock judge. In that deep-bodied, thick-fleshed individual I saw what the breeders were striving to produce, and consequently what the judges were picking to wear the purple ribbons.

I have found through experience that students and breeders fix in their own minds definite ideals of correct conformation and fleshing, as well as a knowledge of what is undesirable. This answers the question of why an agricultural college spends time and money producing livestock that can contend for grand championships in the nation's leading shows. Royal Jupiter has been inspected and his good points appraised by many an Oklahoma A. and M. student, and I hope that none will forget him.

The 4-H club or FFA member can get many of the same benefits by studying his own animals and others entered in the junior shows. I believe that knowing what a good animal is, is more valuable to a young person than any prize that may be won.

Livestock show competition teaches how to be a good sport. The 4-H clubs have a saying "To win without bragging and lose without squealing." Nearly all young showmen learn those two lessons very quickly.

The livestock judge is responsible for giving young showmen a correct idea of good animals

and for teaching them how to be good sports. He must give the blue and the purple ribbons to the animal that is the very best in the ring. To do this, he must have the cooperation of the exhibitors. The junior showman, for example, can help the judge by getting his animal into the ring promptly. Delay may mean putting the steer in position hurriedly and not showing him to best advantage when the judge takes his first look at him.

If he is judging baby beeves, the judge looks for the animal that is deep, uniformly wide, short of leg, symmetrical, well-balanced, well-filled out in the rear quarter. He looks for the baby beef with thick, even fleshing; a firm yet springy texture in the flesh, and with plenty of "bloom." By "bloom," I mean that the steer is at the time in his fattening period when he looks his best. A baby beef may be over-finished, while another may be a little lacking in finish.

Each steer should be trained to take and hold a stance in the ring that will show off his good points and call a minimum of attention to his faults. He should stand squarely, with "a leg under each corner." A cane or staff usually is used to exert gentle pressure on a foot that is to be shifted.

The entries in a class of steers are lined up with their heads facing in the same direction, and the judge gets his first look at each steer in the ring as he walks down the line.

I first look down the back to determine spread and uniformity of width, and note depth and width of quarter. I handle the steer, beginning over the ribs and working forward

In Your Mind

BLIZZARD

A & M College

up over the crops and back along the loin, back, and rump. I note smoothness of covering and thickness of hide, and texture of flesh. In judging steers I spend a large percentage of the time behind the class, for that is where I can best determine how well-fleshed a steer is down his back, over the loin, rump, and quarters.

Unless the class is unusually large, I always call for a walk. Walking gives a good side view and presents the animals naturally. I like to have the steers walked with the boy on the side opposite me. That gives an unobstructed view of each animal and allows a better appraisal of balance about the fore quarters.

I start selecting the grand champion with the very first class in the ring. As I consider each class and finally name a winner, I give some

thought as to how the winner compares with the winners of previous classes. And, after I have named a breed champion, I try to picture mentally how he will look in the grand championship ring with the other breed champions.

Even with such preliminary thought, there is plenty of work in selecting many grand champions. The judge cannot shut his eyes and nod to the nearest individual. Out of the back of his mind comes past experience and rapid appraisal of the ideal that is always carried. The judge picks the animal that appears to him to be the animal that is best in the points mentioned before. All those points are thrown together and weighed in the judge's mind in that split second when he selects the grand champion.



Royal Jupiter received about two pounds of alfalfa hay after his morning grain, and about two pounds of prairie hay at night. Roughage provides bulk which a steer needs.

To help digest the feed he consumed in gaining three pounds daily, Royal Jupiter drank large quantities of the fresh water that was available at all times.





Remember You Sell

By CLINTON
Secretary, American Shorthorn

Clinton K. Tomson,

ROYAL JUPITER's great triumph at the 1946 International is of the greatest significance to all Shorthorn lovers. It not only serves to commemorate the conclusion of our first hundred years' history of improved Shorthorn breeding—the oldest established livestock improvement association in America—but serves as a living model to illustrate the perfection which has been reached in beef cattle breeding. His winning, along with the winning of the Reserve Grand Championship by the Shorthorn steer, Wyoming Standard Challenger, and the Champion Group of Three Steers over all breeds by Shorthorns, made the week the brightest in the history of our breed.

Breeders of Shorthorns believe it is absolutely essential that beef cattle be produced which are capable of maximum efficient, profitable grains. They also believe that animals must be acceptable market models. In Judge Biggar's own words: "Royal Jupiter combines these qualities."

In order to qualify this steer for exhibition at the International it was necessary to withhold feed and water and shrink him below the ceiling weight of 1400 pounds, although only 22 months of age at the time he was exhibited. No other grand champion steer in recent history of the International has ever recorded this great weight for age.

It is significant to note that this type steer offers his owner the opportunity of a wider range of marketing dates. In other words, Royal Jupiter could have been marketed profitably at 12 months of age, or could even be carried on to greater weight, because he retains the capacity to record economical gains for sometime to come.

We have a Shorthorn slogan "Remember, you sell beef by the pound," and no International Grand Champion emphasizes the logical significance of this slogan better than Royal Jupiter.



With a rice brush work out all possible dirt. Brush briskly with natural direction of hair.



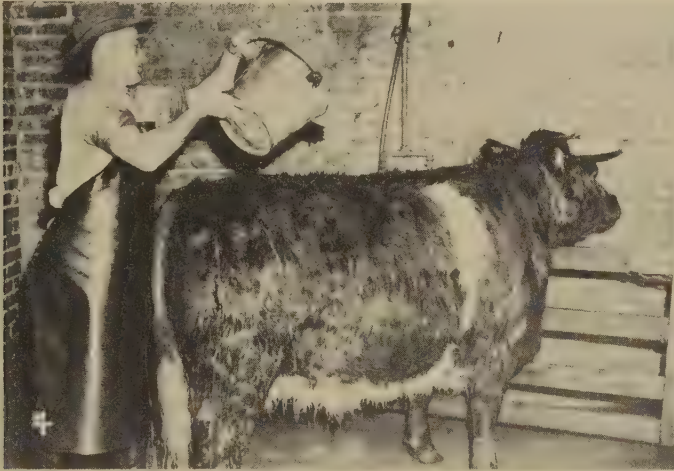
Wet the entire body of the animal thoroughly with lukewarm water. Include the face.



Soap while hair is full of water. Work up good lather with a brush. Use a good mild soap.

Beef By The Pound . . .

N K. TOMSON
Northern Breeders' Association



Rinse carefully. Hold ear face down to keep out water. To soften hair and kill skin parasites, apply weak solution of dip.



Smooth damp hair with clean brush. Straight even lines are made by pulling 4-rowed marker from back to front.

**A CHAMPION
MUST BE
WELL GROOMED**



Use brush and Scotch comb to pull up hair. Start at underline and comb upward. Brush until hair is soft and dry.

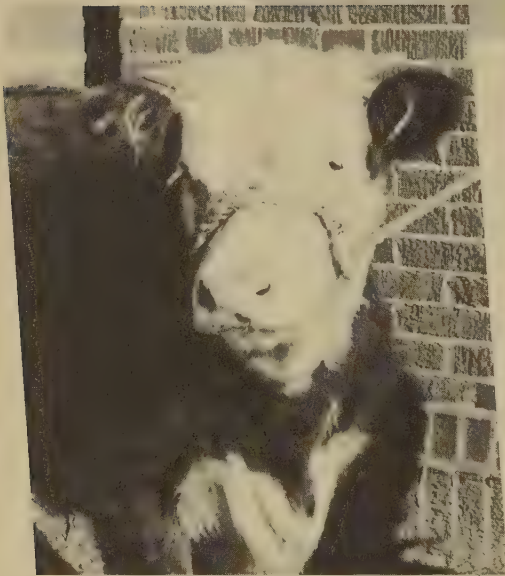


Use an aluminum water scraper to remove all surplus dip from the hair.



Brush tail away from hand, a few strands at a time. A large, fluffy tail gives a steer balance.

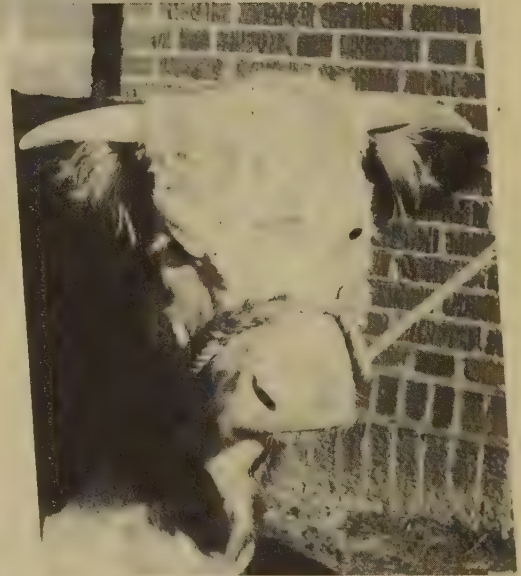
SHAPING AND FINISHING HORNS



This pair of horns needs weighting to encourage them to grow attractively in a downward curve.



Start the shaping process early. Fasten weights securely, but avoid clamping them on so hard that you injure the shell of the horn.



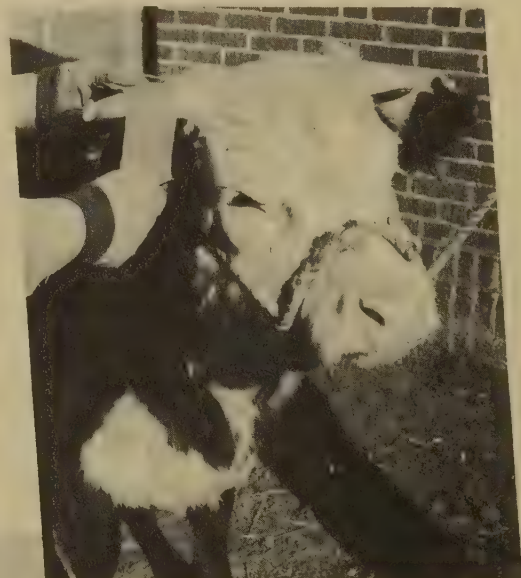
This nicely shaped pair of horns is the result of careful weighting. They will continue to grow normally in the present direction.



Dress the horns before you show your steer. Use a fine surfaced horn rasp to smooth rough surfaces.



After rough spots are removed further smooth the surface of the horn with a horn scraper. Work carefully.



Use sandpaper or emery cloth to give the horns their final smooth finish. Attractive horns improve the steer's appearance.



The winner . . . Royal Jupiter . . . with Orville Deewall, beef cattle herdsman Oklahoma A. & M. College; Russell A. Firestone, assistant treasurer of The Firestone Tire & Rubber Company; A. E. Darlow, head of the Oklahoma A. & M. animal husbandry department; Clinton K. Tomson, secretary American Shorthorn Breeder's Association; and William E. Ogilvie, manager of the International Livestock Exposition.

Oklahoma's Baby Beef Program Has Produced Four "International" Winners

ROYAL JUPITER is the fourth steer fed to the grand championship of the International Livestock Show by the Oklahoma A. and M. College. Each was fitted according to the program outlined in this booklet. They prove the soundness of the Oklahoma program. On the other hand, as Prof. A. E. Darlow states, there are as many methods of feeding as there are feeders. Other agricultural colleges, feed manufacturers, and livestock feeders are equally enthusiastic about their programs, and justifiably so.

Certain basic principles are found in all programs. The primary requisite is a calf of good breeding. Royal Jupiter, for example, was sired by Divide Jupiter, one of the two leading Shorthorn sires at Oklahoma A. and M. College. His dam was Winifred 12th who in turn was

sired by Glenburn Defiance, the other top Shorthorn herd bull at the College.

Proper feeding is very important. Home grown grains and roughages should be used as extensively as possible. They should be brought into balance with supplemental proteins and minerals.

Care and management cannot be overlooked. To make rapid and economical gains, a steer must be contented. So that he will be most presentable in the show ring, he must be well groomed and carefully trained.

Although there can be only one grand champion, you will be a much stronger contender for the honor if you pay attention to these fundamental principles.



Firestone

J. Glyndon Stuff, as president of the Future Farmers of America, presented Russell A. Firestone with the honorary degree of American Farmer at the 1946 FFA Victory Convention in Kansas City, Missouri.

• **C**ONVINCED that American welfare depends upon a prosperous agriculture, The Firestone Tire & Rubber Company long ago adopted a program geared to promote better farming methods. It was Harvey S. Firestone, founder of the company, who by developing the first practical pneumatic farm tires, made farm work easier and more profitable.

It has been for the encouragement of better beef production that Firestone has purchased five grand champion steers and taken them on educational tours through cattle raising areas of the Nation. These steers have provided inspiration to thousands of farmers, 4-H Club members, Future Farmers, and others interested in agriculture.

To aid in the conservation of our soil, which is so vital to the continued prosperity of America, Firestone in its advertising, supports the program of the Soil Conservation Service. As sponsor, through the National Committee on Boys' and Girls' Club Work, of the 4-H Soil Conservation Contest, Firestone annually awards medals, trips, scholarships, and savings bonds to several hundred boys and girls. Many thousands of acres from coast to coast have been made more productive because of the steps these young people are taking to conserve the soil. The beneficial results of their efforts will become more and more noticeable each year. Better soil contributes to making America stronger, and improving our standards of living.

Firestone was one of the first commercial organizations to support the Future Farmer Foundation when it was organized several years

ago to provide financial support and encouragement to the program of the Future Farmers of America. Firestone believes that the Future Farmer program of developing agricultural leadership, cooperation, citizenship and improved agriculture will contribute greatly to the welfare of the entire country.

Organized nearly eight years ago, the Firestone-sponsored Champion Farmers Association of America is the world's most exclusive farm organization. Membership, which now numbers 128, is on the basis of achievement only, and includes representatives from nearly every branch of agriculture. Agricultural college staff men, county agents, farm magazine editors, state commissioners of agriculture and local business men supply information which the Association's membership committee passes upon to determine a nominee's qualifications for membership. Recognized are farmers who have developed superior farming methods to the benefit of their communities and of the nation.

Perhaps the greatest contribution Firestone is making to agriculture is through research. From the day the Firestone organization was founded nearly a half century ago, every effort has been made to sell the best products on the market, and to find ways to make them ever better. It was through Firestone research that the first practical pneumatic farm tires were developed, and that the modern curved bar tread pattern for tractor tires was designed. Under way today are other programs of research that some day will make farm work easier and more profitable... that will uphold the Firestone tradition of "Best Today—Still Better Tomorrow."

Cooperates With Agriculture



↑ Typical banquet scene at one of the reunions held by the Champion Farmers Association, an organization of outstanding farmers sponsored by the Firestone Company.



→ These 4-H Club boys seated with Russell A. Firestone (second from left in front row) earned trips to the 1946 National Club Congress for their accomplishments in the 4-H Soil Conservation Contest which the Firestone Company sponsors. Eight of the boys also received \$200 college scholarships.



TRUCKS and PASSENGER CARS TRAVEL FARTHER ON **Firestone** Tires and Tubes

FIRESTONE tires and tubes are specially designed by engineers familiar with your needs. They are built by skilled craftsmen using modern equipment and the best materials. They are the result of Firestone's never ending research program which has as its goal to build the Best Today . . . Still Better Tomorrow. You can save time . . . and money too . . . if you insist that it's a "Firestone" every time you buy a tire or tube for your farm. They're safer and they last longer.



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FIRESTONE RECAPPING and RETREADING Will Keep Your Farm Tires on the Job Longer

Here's Why You Should Buy the New **Firestone** **CHAMPION** GROUND GRIP

**1. IT CLEANS UP TO 100%
MORE EFFECTIVELY**

2. IT PULLS UP TO 62% MORE

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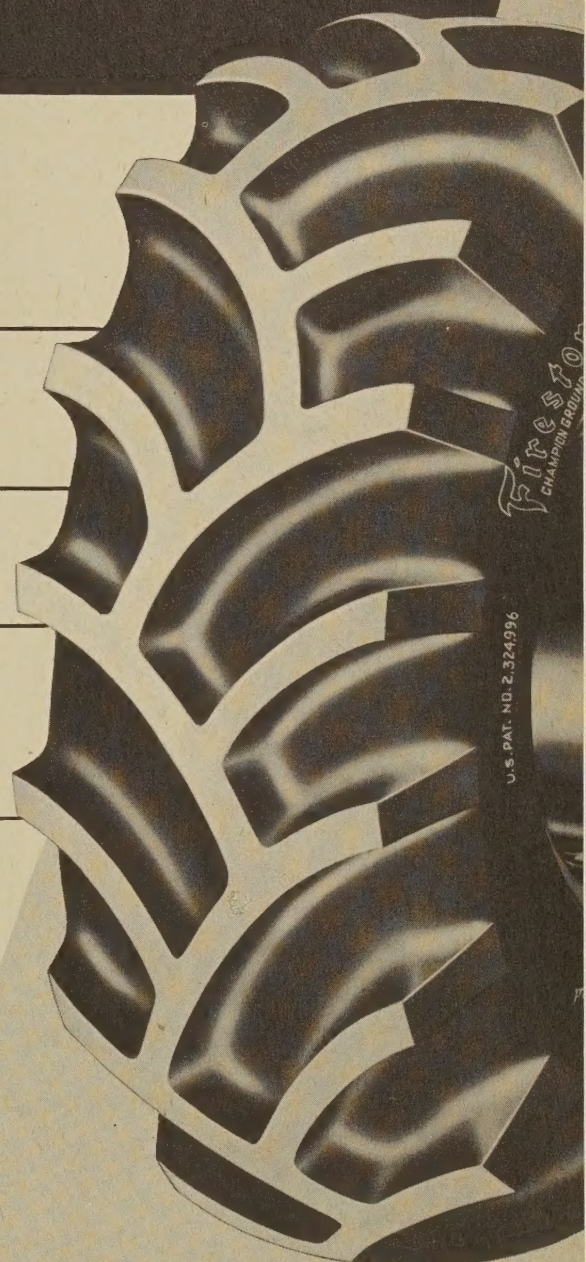
**4. IT GIVES A SMOOTHER RIDE AND
WEARS MORE EVENLY ON THE ROAD**

**5. IT IS THE ONLY TRACTOR TIRE
THAT TAKES A "CENTER BITE"**

**6. IT IS PATENTED—
IT CAN'T BE DUPLICATED**

**7. IT COSTS NO MORE THAN ANY
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**SPECIFY FIRESTONE CHAMPION
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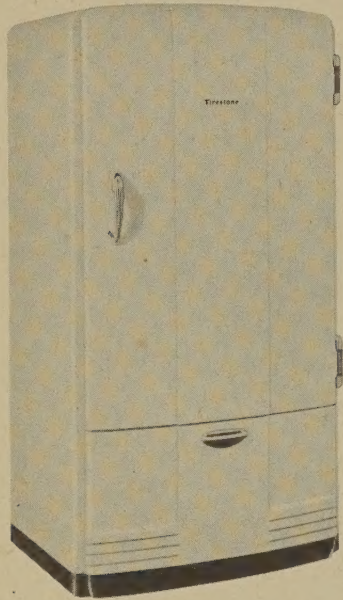
OUT CLEANS

OUT PULLS

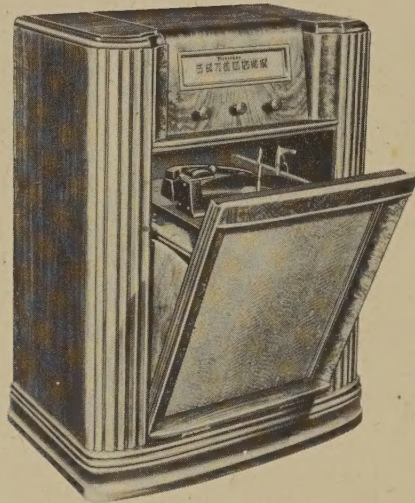
OUT LASTS

Any Other Tractor Tire

Firestone Meets the



REFRIGERATORS

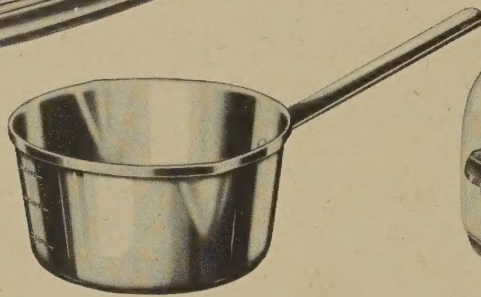


PHONORADIOS

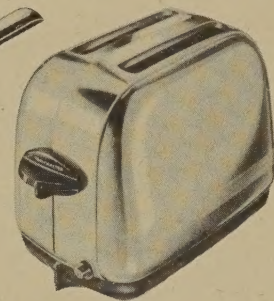
FIRESTONE is continuously expanding the variety of automotive, truck and tractor supplies and accessories, paints, housewares, clothing and hardware items which are available in its retail outlets and which you need on your farm and in your home. In addition, Firestone has available for you complete lines of recreational supplies, including games, toys and sporting goods.



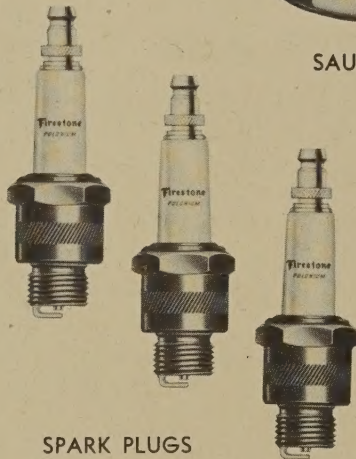
JACKETS



SAUCE PANS



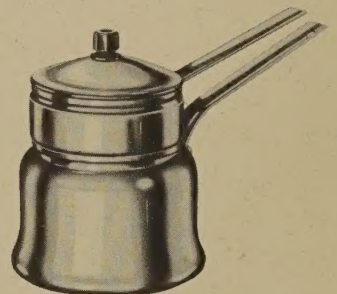
TOASTERS



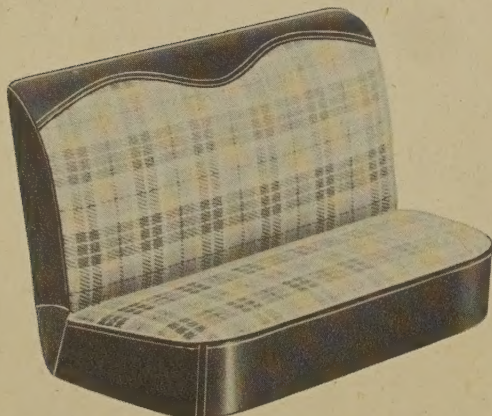
SPARK PLUGS



PERCOLATORS



DOUBLE BOILERS



SEAT COVERS



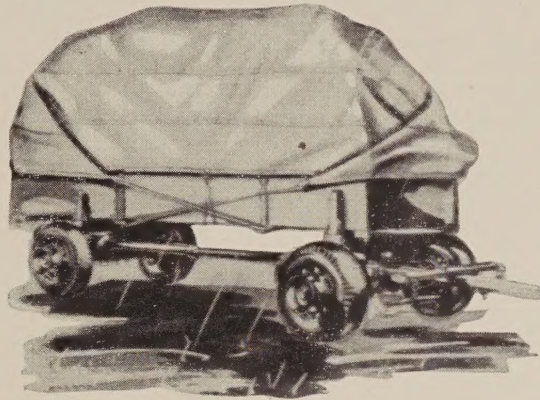
BRAKE LININGS



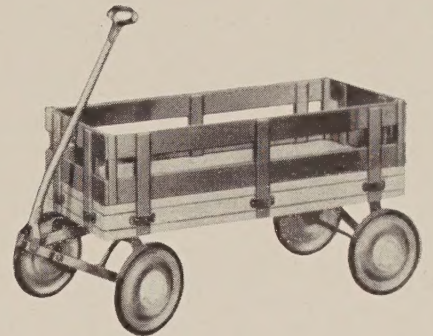
BATTERIES

Needs of Farm and Home

The merchandise which you will find in your local Firestone Dealer Store or Firestone Store is of the very best quality, and is designed to give the greatest service at the lowest cost. As a farmer you will recognize the value of this extra service. As a customer, you will find it convenient to shop at Firestone while your car is being serviced.



TARPAULINS



COASTER WAGONS

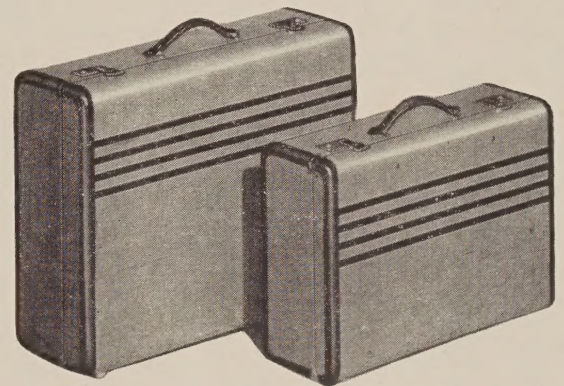
BARN PAINTS



HOUSE PAINTS

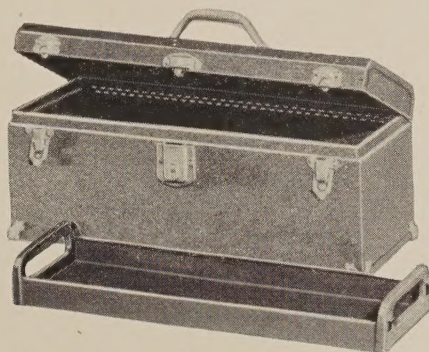
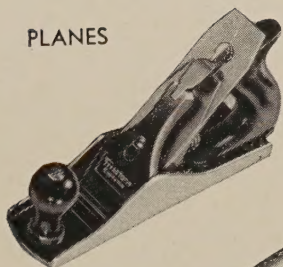


BICYCLES

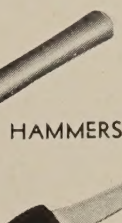


LUGGAGE

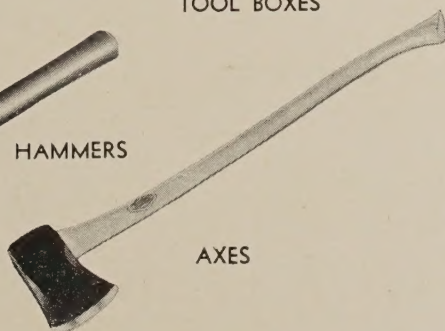
PLANES



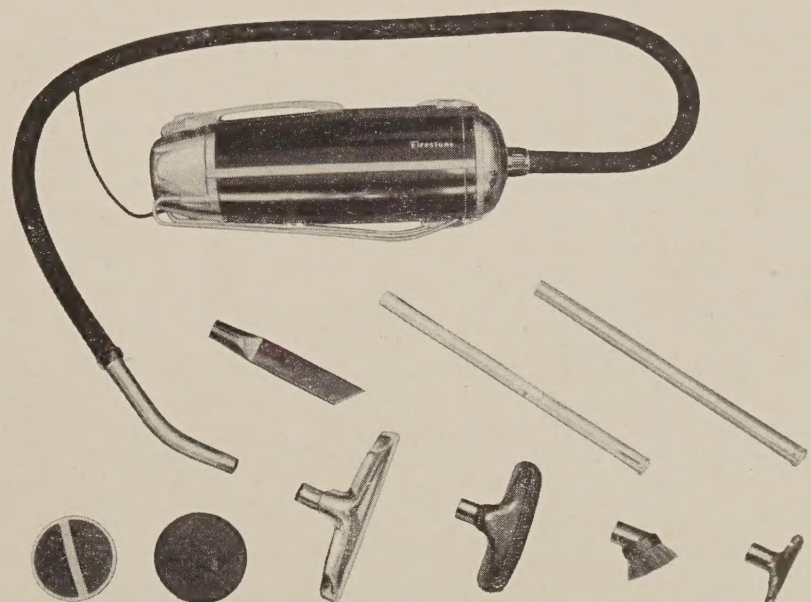
TOOL BOXES



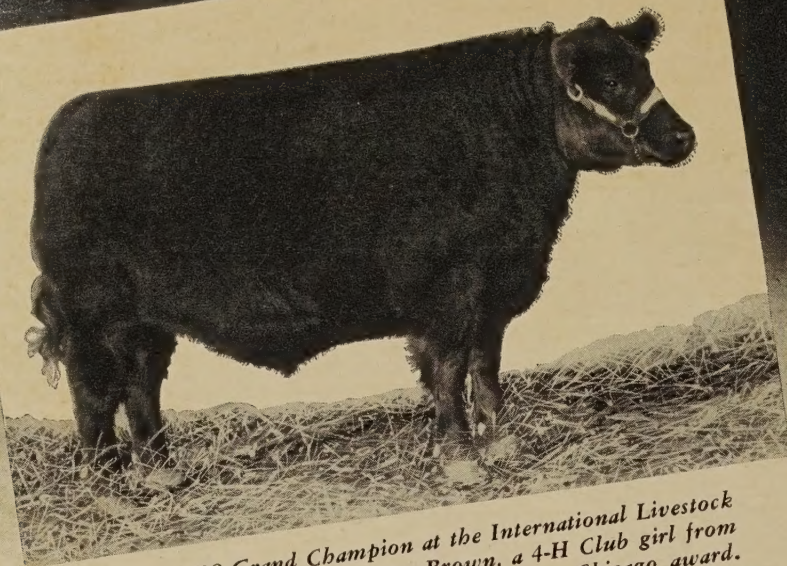
HAMMERS



AXES



VACUUM CLEANERS



MERCER, 1938 Grand Champion at the International Livestock Exposition, was shown by Irene Brown, a 4-H Club girl from Aledo, Ill. She was the first girl to win the Chicago award. Mercer was purchased by The Firestone Tire & Rubber Company and taken on a tour of cattle-raising states.



SARGO, fed by another Illinois 4-H Club girl, Evelyn Asay of Mt. Carroll, was chosen the purple ribbon winner in 1939. Purchased by Firestone SARGO was exhibited before thousands of farmers during the months following the Chicago show.

Four GREAT CHAMPIONS



LOYAL ALUMNUS IV, Grand Champion steer of the 1941 International Livestock Exposition, was sired by a purebred Aberdeen-Angus bull. His dam was a purebred Shorthorn cow. He was bred and fed at Purdue University, and purchased by Firestone.



TEDDY, Grand Champion of the 1944 Chicago Fat Stock Show, was the fourth steer purchased by Firestone and used in the promotion of better beef production. Teddy was a New Mexico range calf of pure breeding fed by 4-H'er Ben Greve of Bryant, Iowa.